

ORDER



Orders
Order / Rev: 714447
Alt Order #: 06319959
Product Desc: BEAN FOR FL SENATE
Estimate: 441
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 09/18/12 / 09/18/12
Order Type: Core

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 Do Not Mail
 XX, XX XX

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Bean, A/ R / FI Senate
Demographic: A35+
Product Codes: PL-State Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	17	\$3,725.00	\$3,166.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$3,725.00	\$3,166.25	0.00
Totals	17	\$3,725.00	\$3,166.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	5%	\$3,725.00
Market	100%	\$74,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	6%	\$4,470.00
WCWJ	0%	\$0.00
WJXT	24%	\$17,880.00
WTEV	41%	\$30,545.00
WTLV	24%	\$17,880.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WJXX	10/16/12	10/19/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	- TWTF - -	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -		3				\$275.00		0.00			
E 2	WJXX	10/16/12	10/19/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	- TWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -		4				\$200.00		0.00			
E 3	WJXX	10/16/12	10/19/12	Nightline Nightline	CM	M-F 11:35p-12:05a	- TWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -		4				\$200.00		0.00			

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WJXX	10/19/12	10/19/12	Fri Prime A Shark Tank	CM	Fri 8p-9p	----F--	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1				\$325.00		0.00			
E 5	WJXX	10/20/12	10/20/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$150.00		0.00			
E 6	WJXX	10/21/12	10/21/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$150.00		0.00			
E 7	WJXX	10/22/12	10/22/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$275.00		0.00			
E 8	WJXX	10/22/12	10/22/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$200.00		0.00			
E 9	WJXX	10/22/12	10/22/12	Nightline Nightline	CM	M-F 11:35p-12:05a	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$200.00		0.00			
Totals														17	\$3,725.00